



([http://www.infobarrel.com/The\\_History\\_of\\_the\\_Coca\\_Cola\\_Bottle](http://www.infobarrel.com/The_History_of_the_Coca_Cola_Bottle))

It was 1886, and in New York Harbor, workers were constructing the Statue of Liberty. Eight hundred miles away, another great American symbol was about to be unveiled. Like many people who change history, John Pemberton, an Atlanta pharmacist, was inspired by simple curiosity. One afternoon, he stirred up a fragrant, caramel-colored liquid and, when it was done, he carried it a few doors down to Jacobs' Pharmacy. Here, the mixture was combined with carbonated water and sampled by customers who all agreed -- this new drink was something special. Jacobs' Pharmacy put it on sale for five cents a glass. Pemberton's bookkeeper, Frank Robinson, named the mixture Coca-Cola, and wrote it out in his distinct script. To this day, Coca-Cola is written the same way. In the first year, Pemberton sold just 9 glasses of Coca-Cola a day. A century later, The Coca-Cola Company has produced more than 10 billion gallons of syrup, sells 1.7 billion glasses a day and is available in 200 countries around the world.

Unfortunately for Pemberton, he died in 1888 without realizing the success of the beverage he had created. Over the course of three years, 1888-1891, Atlanta businessman Asa Griggs Candler secured rights to the business for a total of about \$2,300. Candler would become the Company's first president, and the first to bring real vision to the business and the brand.

(<http://www.thecoca-colacompany.com/heritage/ourheritage.html>)

Today, Coca-Cola targets a very wide audience that spans all socio-economic classes, ages, and demographics. As a result, it takes an equally large and powerful company to compete

against the powerhouse that is Coca-Cola. Coca-Cola's biggest competitor is Pepsi: during the summer of 1898, a young North Carolina pharmacist named Caleb Bradham began experimenting with combinations of spices, juices and syrups trying to create a refreshing new drink. He succeeded beyond all expectations, inventing the beverage now known around the world as Pepsi-Cola. ([http://www.pepsi.com/PepsiLegacy\\_Book.pdf](http://www.pepsi.com/PepsiLegacy_Book.pdf))

In order to stay a few steps in front of their competition, Coca-Cola has developed a portfolio of more than 3,500 beverages. The plethora of beverages ranges from diet to regular and from fruit drinks to sports and energy drinks. Coca-Cola is best known for their sparkling beverages. Moreover, the company also produces beverages such as tea, coffee, milk and soy-based drinks. The spectrum of flavors that Coca-Cola covers globally is phenomenal. Some of Coca-Cola's popular products are A&W, Dr Pepper, Bacardi Mixers, Dasani and the infamous Coca-Cola Classic that is made in diet, "zero", caffeine-free, and Cherry flavor (Coca Cola Company 2010). Some of the less known products made by Coca-Cola are Jolly Juice, Play energy drink and TaB. As previously stated Coca Cola is a globally recognized company and brand, explaining why many people in the United States have not heard of some of their products (Coca Cola 2010). Recently, Coca Cola created a drink machine—the Coca-Cola Freestyle—that presents the consumer with an abundance of options from the Coca-Cola® product line. This machine not only presents new drinks that one may not have previously been exposed to, it keeps the brand open and intriguing by introducing each product in an interactive way via the use of a touch screen. The strong brand image and high product loyalty that Coca-Cola has allows the brand to stay connected with its target audience despite its ever growing product line, which currently features 3,500 products. Coca-Cola's biggest challenge is finding innovative methods

to advertise their product within the context of their brand's image and personality.

(<http://www.thecoca-colacompany.com/brands/brandlist.html>)

In addition to the expansive product line Coca-Cola has a memorable logo: it's easy to spot miles away. The classic red or white cursive script makes this logo the most recognized logo design and brand in the world. The first logo was created by Frank Robinson, in 1885 (logoblog 2010). This type of script was chosen because during the 19th century it was the dominant form of formal handwriting. The Coca-Cola logo was first advertised in the Atlanta Journal in 1915 (logoblog 2010). Both the simple coloring of the image and the youthfulness of the bottle symbolize America and its youth. The bottle has often regarded as the best design ever. This bottle image has been very popular and remained Coca-Cola's image with little variation with one exception. At one point, Coca-Cola® attempted a new style, which was received negatively by consumers. Coca-Cola® then decided to return to its classic look. Coca-Cola's brand was not trademarked until 1887 and since then has become and remained the brand's corporate identity.

([http://www.logoblog.org/coca\\_cola\\_logo.php](http://www.logoblog.org/coca_cola_logo.php))

Throughout the years, Coca-Cola used slogans to reflect the brand and the times. The company changed the slogan every few years to adjust to the changing attitudes of the target audience, while still using slogans that portrayed the timelessness of the brand. In 1906, Coca-Cola used the slogan "The Great National Temperance Beverage". This slogan reflects a time when society was moving away from alcoholic beverages. The slogan helps show that Coca-Cola is an alternative. Coca-Cola has used slogans that concern sales figures such as "Six Million a Day" in 1925, and also slogans that focus on the quality of the product like "You Can't Beat the Real Thing" in 1990. The most recent slogans used by Coca-Cola are "The Coke Side of Life", "Open Happiness", and "Life Begins Here".

([http://www.thecoca-colacompany.com/heritage/pdf/cokelore/Heritage\\_CokeLore\\_slogans.pdf](http://www.thecoca-colacompany.com/heritage/pdf/cokelore/Heritage_CokeLore_slogans.pdf))

Coca-Cola introduced My Coke Rewards back in 2006 as a way to give back to its loyal customers. Since then it has grown to more than 15 million registered members making it one of the top consumer goods loyalty websites and the top beverage website in the U.S. It's easy to join: customers simply go online and set up a rewards account. Then members start earning points by entering the codes found under the cap and on other various coke products. Points can then be redeemed for gifts and prizes or can be used to make donations to local schools and charities. Since it was started in 2006 more than 1 billion codes have been entered by members into My Coke Rewards.

([http://www.thecoca-colacompany.com/dynamic/press\\_center/2010/08/a-million-ways-to-say-thanks.html](http://www.thecoca-colacompany.com/dynamic/press_center/2010/08/a-million-ways-to-say-thanks.html))

Coca-Cola is well known for their traditional holiday campaigns each year that are successful in capturing the joyful spirit of the holiday season. From the iconic Santa Claus product packaging to the television advertisements, the holiday season is a major campaign for the company. Last year Coca-Cola launched a global marketing campaign that used traditional imagery used previously by the company during holiday seasons such as Santa Claus, the Coca-Cola Christmas caravan of delivery trucks, and even the Coca-Cola polar bear. The campaign was an extension of the global "Open Happiness" slogan platform as was used in over 90 countries around the world. The marketing campaign consisted of a new television commercial, digital experience, in-store promotions and packaging.

([http://www.thecoca-colacompany.com/dynamic/press\\_center/2010/10/new-global-coca-cola-holiday-campaign-set-to-shake-up-christmas-with-music-anthem-from-train.html](http://www.thecoca-colacompany.com/dynamic/press_center/2010/10/new-global-coca-cola-holiday-campaign-set-to-shake-up-christmas-with-music-anthem-from-train.html))

Coca-Cola has been featured in many different media besides the typical television commercial. Coca-Cola products have been placed in movies such as *Casino Royale*, *Elf* and *Little Miss Sunshine*. Taking it one step further, Coca-Cola has movies that revolved around the product such as *One, Two, Three*, *The Coca-Cola kid*, and *The Gods Must be Crazy*. Coca-cola has also been mentioned in a Beatles song called, "Come Together."

([www.coca-colaconversations.com](http://www.coca-colaconversations.com))

Also, Coca Cola has a long history of marketing relationships with many national sports associations such as the NFL, MLB, NBA, the NHL and also the Olympics. Coca-Cola was the first commercial sponsor of the Olympics in 1928 at Amsterdam and has remained a sponsor ever since. Coca-Cola has also sponsored the FIFA world cup since 1978 and has even had one of the FIFA cups named after them. Coca-Cola enlightened their marketing relationships by sponsoring the Coca-Cola 600 and Coke Zero 400 for NASCAR. Coca-Cola took it a step further by extending their marketing relations outside of the US. They sponsored the 1996 Cricket World Cup in South Asia and the company was also the main sponsor for the English Premier League in England (Soccer). (<http://www.thecoca-colacompany.com/heritage/sponsorships.html>)

In conclusion, anyone living in the US, and most people around the world, love and know Coca-Cola. At home, the company has shown their patriotism through the Coca-Cola fountain dispenser created for the Space Shuttle. Around the globe Coca-Cola is a well-known brand; however, the company ran into some trouble with several Arab countries due to their investment in and support of Israel during the time of the Arab League Boycott of Israel. As a result, of their staunch resolve to support Israel, Coca-Cola was boycotted by the Arab League.

(<http://www.inminds.co.uk/boycott-coca-cola.html>)

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